



COVERED
CALIFORNIA

OUTREACH AND EDUCATION GRANT PROGRAM

Provider Education Grant Award Recipients

August 22, 2013

Outreach and Education Grant Program

The following document profiles the four organizations that have received funding from Covered California's grant program for outreach and education to health care professional organizations and associations and encourage incorporating consumer education into the provider practice.

Each profile contains a brief background of the organization, the communities they serve and the funding amount.

About Covered California

California was the first state to create a health benefit exchange following the passage of federal health care reform. Covered California is charged with creating a new insurance marketplace in which individuals and small businesses can get access to health insurance. With coverage starting in 2014, Covered California will help individuals compare and choose a health plan that works best for their health needs and budget. Financial help will be available from the federal government to help lower costs for people who qualify on a sliding scale. Small businesses will be able to purchase competitively priced health plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits. Covered California is an independent part of the state government whose job is to make the new marketplace work for California's consumers. It is overseen by a five-member board appointed by the Governor and Legislature.

For more information on Covered California, please visit www.CoveredCA.com.

For more information on the Outreach and Education Grant Program, please visit www.healthexchange.ca.gov

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California Academy of Family Physicians

ABOUT THE ORGANIZATION

California Academy of Family Physicians (CAFP) is the largest primary care specialty society in California. CAFP serves its members through advocacy, practice improvement assistance and accredited continuing medical education.

OUTREACH PLAN

- Eight large annual activities
- A series of 20-30 activities that will take place at the regional, county chapter level
- A series of four online activities providing a modular curriculum about Covered California

TARGET POPULATION

- Broad reach into diverse provider groups comprised of family physicians, internists, physician assistants, doctors, and surgeons of osteopathy
- Populations speak: Arabic, Armenian, Cantonese, English, Farsi, Korean, Mandarin, Russian, Spanish, Tagalog, Vietnamese and other languages

TARGET COUNTIES

Statewide

SUBCONTRACTORS

None

GRANT AWARD \$865,000

www.familydocs.org



California Medical Association Foundation

ABOUT THE ORGANIZATION

The California Medical Association Foundation (CMAF), along with its subcontractors, represent every physician specialty and ethnic/culturally diverse population.

OUTREACH PLAN

- Provide conferences, meetings and community sessions
- Focus groups for more personalized training and information for providers
- Physician Tool Kit comprised of essential outreach material
- Connections will be made with existing communities and physician organizations to utilize the already built network and standing meeting schedule

TARGET POPULATION

- Physicians and their health care teams, with a focus on OB/GYNs. Specific targets are CMA Foundation's Network of Ethnic Physician Organizations (NEPO), with a focus on the Latino community
- Populations speak: Arabic, Armenian, Cantonese, English, Farsi, Hmong, Khmer, Korean, Mandarin, Russian, Spanish, Tagalog and Vietnamese

TARGET COUNTIES

- Alameda, Contra Costa, Fresno, Humboldt, Kern, Lassen, Los Angeles, Modoc, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Shasta, Siskiyou, Sonoma, Stanislaus, Tehama, Trinity and Ventura

SUBCONTRACTORS

- American Academy of Pediatrics-California
- Latino Physicians of California

GRANT AWARD **\$1,500,000**

www.thecmafoundation.org



California Society of Health-System Pharmacists

ABOUT THE ORGANIZATION

The California Society of Health-System Pharmacists (CSHP) is a non-profit professional association established to serve the needs of hospital and health-system pharmacists. Representing members who practice clinical pharmacy, specialized medicine, it is the largest state association for pharmacists.

OUTREACH PLAN

- Peer-to-peer training sessions
- In-person workshops as well as online learning
- Pharmacy collateral education kit

TARGET POPULATION

- Pharmacists, Pharmacy Technicians and Nurses
- Populations speak: Cantonese, English, Hmong, Korean, Mandarin, Spanish, Tagalog and Vietnamese

TARGET COUNTIES

- Alameda, Butte, Contra Costa, Fresno, Kern, Los Angeles, Merced, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, Sonoma, Stanislaus, Tulare, Ventura and Yolo

SUBCONTRACTORS

None

GRANT AWARD **\$535,000**

www.cshp.org



National Council of Asian Pacific Islander Physicians

ABOUT THE ORGANIZATION

The National Council of Asian Pacific Islander Physicians (NCAPIP) is a national policy advocacy non-profit organization. NCAPIP has a robust network of physicians and physician organizations in California, including Chinese Community Health Care Association (San Francisco), Chinese American Medical Association of Southern California, Burmese Medical Association, Korean American Medical Association, Vietnamese American Medical Association, and solo physicians and small group practices.

OUTREACH PLAN

- Conduct peer education and training to physicians and their staff
- Make peer educators available to physician groups and associations
- Provide in-language video messages
- Create a Web portal for tool sharing and curating

TARGET POPULATION

- Physicians who care for Limited English Proficient or medically indigent Asian American, Pacific Islander, and other underserved communities.
- Populations speak: Arabic, Armenian, Cantonese, English, Farsi, Hmong, Khmer, Korean, Mandarin, Russian, Spanish and Tagalog

TARGET COUNTIES

- Alameda, Los Angeles, Orange, Sacramento, San Diego, San Francisco, San Mateo and Santa Clara

SUBCONTRACTORS

None

GRANT AWARD \$200,000

www.ncapip.net



www.healthexchange.ca.gov
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